

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

E.S.  
SCT 70 K (63)

First Named Inventor: Chang

Serial No.: 10/003,714

Filed: FEB 11 2002 October 29, 2001

Subject: System and Method For Establishing Viewer Shopping Preferences Based On Viewing And Listening Preferences

DOCKET NO.: 50R4802

ASSISTANT COMMISSIONER FOR PATENTS  
ATTN: BOX MISSING PARTS  
WASHINGTON, D.C. 20231

**TRANSMITTAL LETTER - RESPONSE TO NOTICE TO FILE MISSING  
PARTS OF NONPROVISIONAL APPLICATION;**

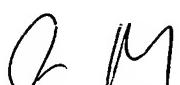
Dear Sir:

Applicant herein submits 2 sheets of substitute formal drawings to replace the drawings originally filed. The enclosed substitute drawings add no new matter. Figure 2 of the original drawings inadvertently omitted the network connection version referred to in line 19 of paragraph 20, page 9 in the specification.

In response to the Notice to File Missing Parts of Nonprovisional Application dated December 21, 2001 transmitted herewith are the following:

1. Copy of the Notice to File Missing Parts of Nonprovisional Application;
2. A declaration and power of attorney executed by inventors (4 pgs.);
3. An assignment (4 pgs.), along with a Recordation Form Cover Sheet;
4. Two checks for \$1038 for the filing fees and missing parts surcharge, and \$40 for the recordation of assignment;
5. Acknowledgment postcard.

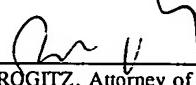
Respectfully submitted,

  
John L. Rogitz, Atty. of Record, Reg. No. 33,549  
750 "B" Street, Suite 3120, San Diego, CA 92101  
Telephone: (619) 338-8075

**CERTIFICATE OF EXPRESS MAILING**

I hereby certify that this document, together with any papers described as attached or enclosed, is being deposited with the United States Postal Service, "Express Mail Post Office to Addressee" service, Express Mailing label No. EV078102489 US under 37 CFR §1.10, addressed to Box MISSING PARTS, Assistant Commissioner for Patents, P.O. Box 2327, Arlington, VA 22202 on FEBRUARY 11, 2002.

Date Signed: FEBRUARY 11, 2002

  
JOHN L. ROGITZ, Attorney of Record  
Registration No. 33,549



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/003,714	10/29/2001	Matthew Chang	50R4802

**CONFIRMATION NO. 2626**  
**FORMALITIES LETTER**

Rogitz & Associates  
750 B Street, Suite 3120  
San Diego, CA 92101



\*OC000000007224077\*

Date Mailed: 12/21/2001

**NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION**

**FILED UNDER 37 CFR 1.53(b)**

*Filing Date Granted*

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.  
*Applicant must submit \$ 740 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).*
- Total additional claim fee(s) for this application is \$168.
  - \$168 for 2 independent claims over 3 .
- The oath or declaration is unsigned.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(l) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 1038.**

*A copy of this notice MUST be returned with the reply.*

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

02/21/2002 BABRAHAI 00000015 10003714

01 F08101	740.00 GP
02 F08105	130.00 GP
03 F08102	168.00 GP